



## Chamber of Eco Commerce

Chapter Leader Update/ January 2011

Dear Chapter Leader,

We have reached our goal of launching locations in Atlanta, Helsinki, Moscow, London, and Beijing. In the coming months we will complete our goal of establishing these strategic 'Hubs'. We will continue launching new locations and regional offices and put in place an in-country representative in each country across the developed and developing world.

We have contacted and opened dialogue with several Government Agencies, NGOs, Research Institutions and Universities across the The Americas, EU, China, and Russia, and the list is growing.

Our partnership in projects and initiatives are on the rise. Our philosophy is to team-up with local "grass-roots" organizations. This approach is yielding good results, creating trust and benefits to all.

Our international network is growing fast and the number of individuals and organizations has increased. Therefore, we are ready to implement our local and web-based Eco Commerce chapters and web-based 'Hubs'. Core focus is in areas of sustainable development, natural resource management, and biodiversity.

CEC plays a role in many international events including various environmental technology working groups and events. The uniqueness of the CEC establishment and innovations lead to several invitations to local and international high-level forums. For the coming years we intend to increase our participation in leading scientific and financial working groups, summits and forums.

Our efforts to advocate on current situations from an 'eco innovation prospective' has brought many experts and leaders in international community to better understand the dimensions of the issues concerning the Eco Commerce. Our technical evaluation, philosophy and presentations have aided in our quest to bring the key issues to the rest of the World.

We have made a good collective impact, considering our establishment just in 2010. We have yet to complete our mission and goals. We have begun to understand some of the great opportunities and challenges. But, we have proven ourselves to the world that we can make a difference and we will. We stand firmly committed to our mission. We support the inclusion of all partners in the mutual goal to raise awareness, grow economy and jobs, accelerate the transfer of technology, and protect environment and human health. Thank you all for the timeless efforts and the volunteer spirit. This new year looks great and we shall share this with all CEC chapter leaders and our stakeholders.

Sincerely,  
*Minna LeVine*  
Administrator



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## Mission

Our mission is to promote collaborative approaches in commercializing technology and fostering environmental management development primarily through technology transfer, partnership with environmental technology industries, local grass-roots organizations, scientific institutions, and governments.

## Primary Objectives

- Promote eco innovation and the export of environmental technology in conjunction with implementing sound business development programs.
- Provide voluntary technical assistance from ET experts and leaders in addressing the environmental issues. Foster the development of indigenous capacity to perpetuate the implementation of schemes that can improve the environmental condition.
- Facilitate cooperation among experts and leaders residing in the CEC chapter locations.
- Foster patriotic responsibility of the scientific community to contribute to the dynamic environmental situation within the homelands.
- Promote joint partnership with scientific organizations and non-governmental organization in research and restoration of communities and regions of significant environmental degradation.
- Advocating on behalf of CEC stakeholders within the international community on environmental issues.
- Promote dialogue within the international business community in understanding the scientific approaches to environmental sustainable development.
- Promoting the inclusion of CEC stakeholders in environmental policy decision-making.

## Building an Alliance and Strengthening Resources

We have increased our activities to include Research Institutions, Universities and NGOs. The local CEC chapters have intensified their efforts and recruited volunteers who review potential stakeholder applications and provided data entry of applicants registering with CEC to provide their experts in undertaking activities with which CEC is instigating.

Membership is growing. The membership comprises of professionals, experts, and leaders residing in the CEC locations.



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Our Technology Management Team in Atlanta has instituted the 1. Technology Submittal Form (TSF) for registration for Technology Assessment, Transfer and Technical Assistance CEC members can submit TSF to us to request "free" technical assistance and technology transfer from CEC Global 2. Web-based Community Platform to enable collaboration.

We have commenced dialogue with the US, EU, and China based contacts to develop local Eco Commerce 'Hubs' to work on combined resources and data banks. There is positive indication of future progress in a partnership effort in this venture.

### **Supporting and Building Coalitions**

We have met and opened dialog with policy and business leaders and investors across the US, EU, and China. The intent was to avail CEC for its free consultations on environmental technologies to the policy and business leaders and investors on a voluntary accord. It was also a beginning of a team-building effort with the business and policy leaders and investors to facilitate environmental capacity building with the CEC chapters and regional offices. CEC will continue to further its effort to coordinate activities with the business and policy leaders in this regard.

### **Establishment of Global Partnership**

CEC initiates programs and initiatives in a collaborative partnership. In recognition with the fact that the U.S. and EU industrial sector leads the world in the development of cost-effective and proven Environmental Technologies, the developing world presents a varied environmental issues and opportunities.

CEC chapter leaders in cooperation with the local leaders and experts can provide a linkage to the local community to raise awareness, accelerate the technology transfer, and stimulate investment, and to restore the vast environmental decay and foster the development of clean technological application for economic and job growth.

CEC intends to strengthen the transfer of environmental technologies through various programs and initiatives under Global Sustainability Centers (GSC) worldwide. The following are major elements of the program:

- Deepening local partnerships and trust;
- First Application and Market Replication Projects;
- Environmental technology data gathering for sourcing, scaling, matching;
- Development of environmental technical guidance manuals and materials;
- Exchange programs with major universities and other institutions;
- Facilitation program from collaborative environmental technology development;
- Support services for businesses;
- Information dissemination and public enlightenment program;
- Annual leadership summit in Atlanta and conference planning.



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### **Research and Project Proposals and Initiatives**

- Guidelines for the design and operation of projects;
- Development of Technology Assessment guidelines;
- Development of environmental impact assessment guidelines for PPP's;
- Siting and design guidelines for appropriate technology;
- Development of model training and collaborative education programs for associations and educational institutions.

### **Presentations, Lectures, and Conferences**

- 'Financing Eco Innovation and Investing in Intellectual Capital' (worldwide)
- Global Leadership Conference (Atlanta)
- Chapter meetings (local/regional)

### **Media and Publications**

Communication between the public and the private sector;

- Sustainable innovation;
- Development network;
- Peer to peer dissemination and validation of results;

### **Building Partnerships and Constituency with NGOs**

- We have initiated contacts with several NGOs and invited them to register with and enroll in CEC Technical Assistance Program.